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Applying Strategic Planning in Emergency Management

Strategic planning creates a proactive environment, which is important in emergency management where we are very reactive most of the time. Strategic planning must be flexible for our field. This presentation reviews components of strategic planning, specifically related to emergency management programs. The presentation will cover tips and tricks to completing a strategic plan and review best practices. If you have a strategic plan or have been wanting to develop one this presentation is for you. We will have a guided discussion on current obstacles keeping us from completing successful strategic plans.

Speaker Biography

Maribel Street has a BS in Psychology from Radford University and a MS in Criminal Justice and Emergency Management from Virginia Commonwealth University. She has been a member of the emergency management industry since 2015. She has worked for the VA Secretary of Public Safety, served as a local emergency manager in Charlottesville, VA, and is now the director of emergency management for the University of Richmond in Virginia. Before joining the University of Richmond, Maribel spent some time with the Virginia Department of Emergency Management working with the State Incident Management Team. She has participated in over 15 EOC activations and is currently working on updating the University OEM Strategic Plan for 2024-2026. She also serves as the IAEM Membership Committee Chair.